The Alberta Educational Communications Corporation 13th

ANNUAL REPORT

APRIL 1st 1985 MARCH 31st 1986

ACCESS NETWORK

86-06053/

ACCESS NETWORK is the trade name of The Alberta Educational Communications Corporation. The Corporation was established by provincial statute assented to May 10, 1973, and proclaimed October 17, 1973. Its purpose is to provide a framework within which educational broadcasting and the development, production, and distribution of educational programs and materials can take place. ACCESS NETWORK is funded by a provincial government grant and self-generated revenues.

Awards won by the Corporation, 1985-86

AMTEC Media Festival, June 17, 1985
DIABETES CARE AT HOME: "Medications—To Feel Your Best"
Award of Merit
Sound/Slide Category (government media agency)

AMTEC Media Festival, June 17, 1985
LANDSCAPES: "Badlands and River Valleys: Echoes in Stone"
Award of Merit
16mm Film Category (government media agency)

LETTER OF TRANSMITTAL

ACCESS NETWORK

June 26, 1986

Hon. Leslie G. Young
Minister - Technology, Research and
Telecommunications
Room 404, Legislature Building
Edmonton, Alberta
T5K 2B6

Dear Mr. Young:

Further to the requirements of the Alberta Educational Communications Corporation Act, RSA 1980 Chapter A-18, Sec 12(2) as amended by the Alberta Educational Communications Amendment Act, 1981, Chapter 1, which states:

> "The report under subsection (1) shall be laid before the Legislative Assembly, if it is then sitting, and if it is not then sitting, within 15 days after the commencement of the next ensuing sitting."

It is a pleasure to provide the report for your review and for filing before the Legislative Assembly.

Yours truly,

Jim Woronuik
Chairman, Board of Directors

Peter L. Senchuk
President and Chief Executive Officer

This scene from an award-winning program in the *LANDSCAPES* series shows typical Badlands formations carved by wind and water.

CONTENTS

The Alberta Educational Communications Corporation
THIRTEENTH ANNUAL REPORT
April 1, 1985 - March 31, 1986

Board of Directors 2

President's Message 3

Corporate Administration 4

Planning and Research
Revenue Development

Educational Technology and Administration Division 5

Educational Technology
- Formal Learning—Children/Youth
- Formal Learning—Adult
- Educational Technology Centre
- Utilization
- Media Resource Centre

Administration
- Financial Services
- Information Systems
- Personnel Services

Television and Market Development Division 8

Informal Learning/Television
- Acquisitions and Scheduling
- Broadcast Promotions

Calgary Production
Edmonton Production
Marketing
Market Development
- Communications
- Creative Services
- Publications
- Copyright

Radio Division 11

News
Programming

Private Sector Support 13

Financial Statements 14-19

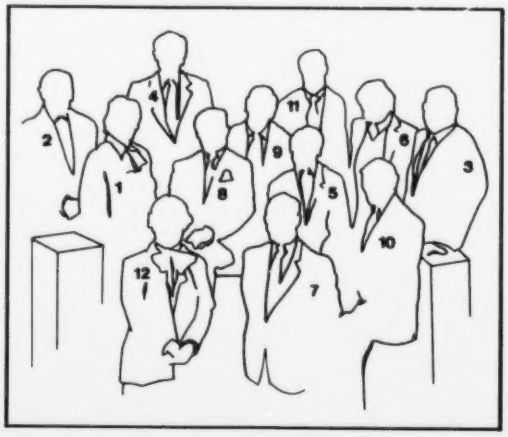
Organization Chart 20-21

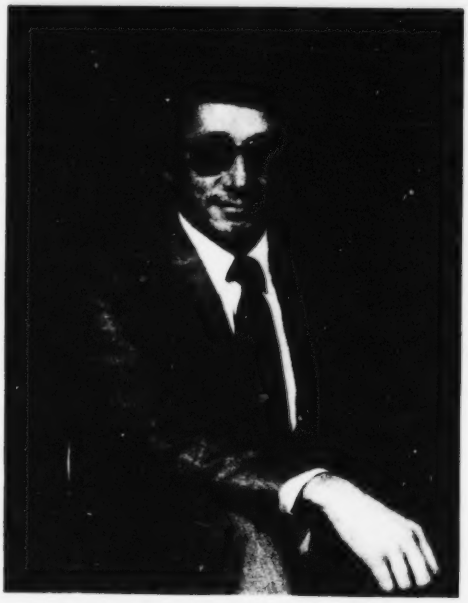
BOARD OF DIRECTORS

1. Donna Fraser, Chairman, Calgary
2. Jim Woronuik, Vice Chairman, Edmonton
3. Don Bahnuik, Edmonton
4. Dr. Des Berghofer, Edmonton
5. Glen Buick, Edmonton
6. Clem Collins, Grande Prairie
7. Dr. Mel Fenske, Edmonton
8. John J. Kane, Q.C., Edmonton
9. John Keast, Taber
10. John McKay, Calgary
11. Ken Murricane, Edmonton
12. Eleanor Thomson, Calgary

Robert Labelle, Calgary (absent)

President and Chief Executive Officer—
Peter L. Senchuk;
Secretary to the Board—Roberta M. Gamble





PRESIDENT'S MESSAGE

ACCESS NETWORK completed another challenging year of supplying multi-media educational services to Albertans to meet their diverse formal and informal needs.

With the advent of satellite-based delivery of services, ACCESS NETWORK introduced, during 1985-86, a Satellite Dish Placement Program for qualifying educational centres. A one-time grant of $1,000 from the Corporation, supplemented by a $500 one-time grant from Alberta Technology, Research and Telecommunications, brought the television signal to 120 educational centres without cable in rural areas of the province.

About 520,000 cable subscriber households in 100 communities, and those with privately owned satellite dishes throughout Alberta, received the service, which was extended to 13 1/2 hours daily, from 9:30 a.m. to 11 p.m. Indeed, the success of the service was greater than initially projected. Within the first year, 85% of Alberta cable subscribers became aware of the unique blend of educational, cultural, and informational programming.

The Corporation's distance-delivery approach to education ensured that such instruction as telecourses became available throughout rural and urban areas of the province. This form of programming thus became available to more learners than would be possible in standard classroom settings.

Increasingly, such telecommunications services as the downloading of computer software and the transmission of textual, graphic, and data information will be accomplished by satellite. ACCESS NETWORK's investigation and development of these benefits will result in lifelong-learning opportunities for Albertans.

Greater use of independent production companies, cameramen, technicians, and complete production crews on new projects was a direct result of the expanded television service.

Working with Alberta Education, Alberta Advanced Education, Alberta Culture and other government departments, organizations, and agencies, ACCESS NETWORK produced effective formal and informal video and audio programming. One of the most popular informal learning series on television was *HOMEWORK HOTLINE*. Junior high students interacted by phone with teacher/tutors in the studio to solve problems in English and Mathematics. Each program averaged 100 calls.

An innovation with tremendous potential for the Corporation was the formation of a Revenue Development Department. It was assigned the task of working with other organizations to encourage co-productions, co-acquisitions, and corporate underwriting.

In July 1985, ACCESS NETWORK—CKUA AM•FM began transmitting its radio signal via ANIK C-3 satellite to 15 broadcast transmitters located throughout the province. In the reporting period, the station also experimented with stereo simulcast, which enhanced the video series *SIGNATURES* for viewers. Because of its network of transmitters, CKUA AM•FM was able to establish a stringer network, which provided a distinct provincial focus to news and public affairs coverage. The minority, special-interest groups that the station has a mandate to serve continued to support its unique presentation of radio programming.

Faced with a third, consecutive year of no increase in funding, and further staff reductions, ACCESS NETWORK personnel displayed initiative, creativity, and ingenuity in producing educational, cultural, and informational materials. I extend my thanks and congratulations to them for a job well done.

To the Board of Directors I express appreciation for continued direction and guidance of the Corporation's policies.

All of us share the same aim: to continue to offer educational telecommunications services of high quality.

Peter L. Senchuk
President and Chief Executive Officer

CORPORATE ADMINISTRATION

The **Planning and Research Department** assisted the Corporation in planning activities aimed at improving the use of available resources to achieve corporate objectives. It also advised on the development, production, distribution, and utilization of educational media materials by means of research-and-evaluation activities.

During the reporting year, the Department's work included:

- needs-assessment studies, both general and specific, undertaken in co-operation with representatives of various client sectors to identify priority programming and service needs, e.g., Alberta Correspondence School Video Needs Assessment Study; Alberta Vocational Centre (AVC)/Community Vocational Centre (CVC) and Further Education Council Needs Assessment Study;
- formative research, in conjunction with project teams, to obtain the wide variety of information required in making content, format, and production-treatment decisions on specific projects/services, e.g., *HOMEWORK HOTLINE*; *THE MAGIC RING II*; *UKRAINIAN FOLKTALES*; *BABY'S BEST CHANCE*; and *NETWORTH* studies;
- audience/user and utilization surveys to secure in-depth information on the interests and preferences of general audiences and specific-user groups relevant to making programming, scheduling, and utilization decisions, e.g., the Spring, Summer, and Fall 1985 ACCESS NETWORK Television Audience Studies; Adult Albertans' Legal Information Programming Preferences;
- summative evaluations to determine the effectiveness of programming and services, e.g., Video Demonstration Project/Field Research and Cost Comparison Studies; *PATHS OF DEVELOPMENT* Software Evaluation; and the Elementary Health In-Service Study;
- advertising/marketing research to facilitate decisions on programming, promotion, and marketing services, e.g., ACCESS NETWORK Television On-Air Promotions Study; and,
- applied/experimental research to obtain data on generic issues related to the design and utilization of educational communications media and technologies, e.g., Planning Skills As A Factor Underlying Children's Superior Problem-Solving Competencies with Microcomputer Software.

ACCESS NETWORK established the **Revenue Development Department**, recognizing that growth in programming would be enhanced by corporate funding. Other educational communications corporations have had notable success in the field, and the Public Broadcasting Service tradition of corporate funding for programs was well-known.

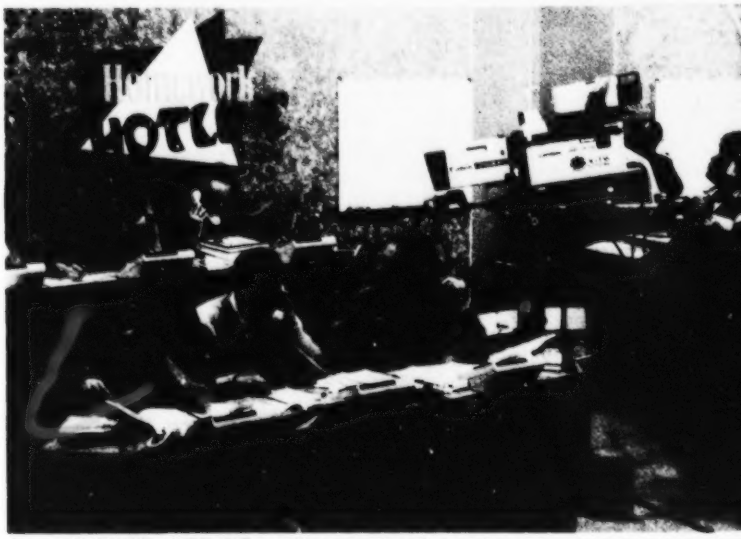
During 1985/86, staff assigned to the new Department made a number of contacts as part of an effective, underwriting program. They also began to participate actively in the Alberta Association of Fund Raising Executives, the Institute for Donations and Public Affairs Research, and the Canadian Centre for Philanthropy.

ACCESS NETWORK's early efforts in corporate underwriting resulted in funding, in whole or in part, for:

THE BRAIN, by CIBA-GEIGY CANADA LTD.;

CHILDREN OF THE WORLD, by Canada Northwest Energy Limited; and,

NATIONAL GEOGRAPHIC SPECIALS, by Canadian Western Natural Gas, which also donated its series *THE PERFECT SETTING*.



The *HOMEWORK HOTLINE* teaching team handles both on-camera explanations of problem topics and in-coming telephone queries.

EDUCATIONAL TECHNOLOGY AND ADMINISTRATION DIVISION

Formal Learning - Children/Youth continued to concentrate on fulfilling the priority needs identified by the Minister of Education. The 1985-86 priority letter from the Minister placed particular emphasis on both instructional materials and teacher in-service resources related to Alberta Education's Language Services and Early Childhood Services branches, respectively.

In addition to acquisitions that met Alberta Education's needs, the Unit produced a variety of learning resources to supplement early and basic education activities. The following completed projects were of notable interest:

Audio:

ADVENTURES IN LITERATURE: Novel Excerpts
10 programs x 30 minutes

Ten novels, selected from the literature component of the Junior High Language Arts curriculum, were adapted into a dramatic format. Exciting episodes from the original works were selected to stimulate interest in the novels.

TOUT CE QUE JE PEUX ÊTRE
18 programs x 10 minutes

This resource, consisting of tapes and print, was created to assist teachers of French Immersion programs in presenting key concepts of the elementary health curriculum.

Video:

BLACK MAN'S LAND
2 programs x 28:50 minutes

"Change: The Ultimate Challenge"
1 program x 10 minutes

"Koza Dereza"
1 program x 24 minutes

These curriculum-related acquisitions were "versioned" into languages other than English. They represented a production alternative to meet the growing need of educational programming in the area of second languages.

THE MAGIC RING
13 programs x 30 minutes

HARRIET'S MAGIC HATS
13 programs x 15 minutes

These series were produced in their second and third "editions," respectively. Both experienced a positive marketing response—an indication of their effectiveness as early childhood programming.

"Detecting Learning Disabilities: You've Got What It Takes"
1 program x 30 minutes

This program supported an in-service manual produced by Alberta Education. The tape, together with the manual, assisted teachers in detecting learning difficulties and offered help in planning instruction.

A member of the Educational Technology Centre readies an ACCESS NETWORK-produced videodisc for client presentation.

In the area of new educational technologies, the Unit entered into a co-production arrangement with the two Calgary school boards for the design, development, and production of a videodisc resource on representative Alberta flora and fauna, for use in elementary and junior high classes. Discussions were also initiated with school-board personnel and other agencies in Edmonton about a project for a model school designed to maximize the effective use of media and new technologies in the teaching/learning process.

At the national level, the Corporation met its obligations to the *CANADIAN LITERATURE (AUTHORS)* project sponsored by the Council of Ministers of Education of Canada for use in high schools and colleges. This included the publication of a textbook to accompany the television series, as well as the development and production of "Perspectives," the overview program for the series.

The Corporation was also in the process of

completing its co-production obligations to the English-language version of *PATHS OF DEVELOPMENT*, which was designed to increase high school students' awareness of Third-World countries and how their development affects Canadians. Co-ordination with, among others, TVOntario, the Canadian International Development Agency, and the International Development Research Centre on this multi-media kit will continue into the next fiscal year as the French-language version of the project is completed and distribution of its components takes place.

As a mechanism for input to the **Formal Learning - Adult Unit** on priorities for post-secondary and adult continuing education, the Educational Communications Advisory Committee (ECAC) was established in mid-1985. It brought forward a number of proposals for action. Consequently, there was a significant increase in projects undertaken and in the financial resources committed by the Corporation to formal adult-education services:

- The number of credit telecourses carried as part of the television broadcast schedule increased from seven to 13. In addition, new project proposals were planned to enable the Corporation to enter the areas of telecourse development, production, and marketing in co-operation with Alberta post-secondary educational institutions. Production was undertaken by the Corporation to augment two telecourse series: *THE GROWING YEARS: Child Development*, and *STARTING A BUSINESS*. Acquired telecourses delivered in co-operation with various post-secondary educational institutions ranged from introductory geology *(UNDERSTANDING THE EARTH)* to political science *(CANADIAN GOVERNMENT AND POLITICS)* to history *(THE WORLD AT WAR)*.

- Transportable, satellite-uplinking facilities were used on an experimental basis to originate programming from two locations. The Athabasca University 1985 Commencement Ceremony and the official opening of its new campus facilities in Athabasca, and a professional-development teleseminar on "Computers in Nursing," from the University of Calgary, were provided live.
- Computer-related services were identified by post-secondary educational institutions as a continuing priority. The Corporation was able to respond by negotiating a provincial licensing agreement for a widely used, computer-managed learning software package for 20 institutions.
- Many of the new proposals submitted through the ECAC process were attractive to adult-education institutions in other jurisdictions. Co-productions with the Open University/BBC in England, with KNOWLEDGE NETWORK and various colleges in British Columbia, and with the Department of Advanced Education in Manitoba have been undertaken. Discussions with institutions in Saskatchewan and the United States were also initiated, and development and fund-raising activities were underway for future telecourse productions, including *PERSPECTIVES ON WOMEN*, *MICROCOMPUTER APPLICATIONS FOR TEACHERS*, *LEARNING DISABILITIES*, *VOLUNTARY SECTOR MANAGEMENT*, *LITERACY TUTOR TRAINING*, and *TEACHING STRATEGIES FOR ADULT EDUCATORS*.
- Radio-supported courses from Athabasca University were a continuing feature of CKUA programming, with five radio series directly linked to credit courses from the University in French-language instruction, and music and drama history. Further, radio series entitled *UNDERSTANDING TOMORROW*, *IT'S YOURS FOR THE DOING II*, and *SOCIAL COSTS OF UNEMPLOYMENT* were completed and broadcast to adult learners interested in the technological revolution, small-business development strategies, and the impact of today's unsettled economy on persons seeking work.

The **Educational Technology Centre** (ETC) was involved in developing applications of emerging educational communications technologies to enhance the services of ACCESS NETWORK. The Centre's main objectives were to provide leadership in the production of user-controlled learning systems/materials; to initiate and implement the design, development, and production of multi-media learning systems/materials; to establish ACCESS NETWORK demonstration schools and agencies for field testing; and to maintain an Educational Technology Information Service.

The "English For Life And Work" project neared completion during the reporting period. This microcomputer/videodisc simulation package was designed to teach New Canadians about learning opportunities offered by educational institutions. A pilot project in ESL (English as a Second Language), the package provided three levels of interactive instruction between student and hardware.

The **Utilization Unit** continued to provide various, media-utilization services to ACCESS NETWORK clients. Consultative and informational assistance was provided by Edmonton, Calgary, and the regional offices.

Since the commencement of the satellite-based, educational television service, the Unit assisted in promoting the Corporation's radio and television programming information to both educators and the general public.

The focus of the Unit's activities included:

- assisting in the distribution of certain corporate print materials to clients by enlisting the co-operation of a provincial network of Instructional Materials Centres and school boards.
- participating in conferences and other functions involving presentations and displays promoting ACCESS NETWORK; and,
- aiding liaison between applicants for satellite-dish grants and the Corporation.

The **Media Resource Centre** (MRC) continued to offer a variety of learning materials to Alberta educators and educational institutions. These produced/acquired materials were distributed by ACCESS NETWORK for use in classrooms, institutional seminars, and further-education courses. The essential service provided was duplication of videotapes (63,656), audiotapes (13,632), and computer programs (11,118) for teachers, educational institutions, and Alberta Education.

Five thousand copies of the *ACCESS NETWORK Audio/Visual Catalogue 1986* were produced by the Centre and distributed to schools and other educational institutions. The *Catalogue* contained information on the 4,117 video and 1,130 audio programs in the Corporation's inventory and listed 195 related print-support items. In addition, the MRC produced 2,500 copies of a computer-software catalogue giving details of 154 Apple computer programs and 160 support books. Copies were sent to schools free of charge. As a result, 11,118 Apple computer software programs were distributed at cost to educators.

The MRC distributed 37,565 print-support items at no cost to schools and educational institutions within the province. Also distributed were 8,824 computer-software publications.

The MRC packaged and distributed 561 hours of children's educational programming for broadcast weekdays on four commercial television stations in Alberta.

The **Financial Services Unit** co-ordinated the preparation and distribution of the payroll, continued to review budgeted and actual expenditures, and maintained a fixed-asset control system. Timely and accurate information was essential to the planning and management of the total Corporation and the activities of its various cost centres.

For the 1985-86 fiscal year, the Corporation's provincial government grant was $16,319,000. Of this amount, $14,860,000 was allocated to operating expenses and $1,459,000 to capital purchases. Additional income of $1,804,266 was raised during the year, mainly from co-production agreements, program sales, and interest on investments.

Total revenue was $18,123,266, while total expenses were $18,596,676. The resulting deficiency of revenue over expense for the year was $473,410. When deducted from the previous year's equity, the total equity at year-end became $8,300,842.

The audited Financial Statements for the fiscal year ended March 31, 1986, are presented, together with the Schedule of Private Sector Shares, on pages 13-19.

The **Information Systems Unit** completed installation of the new IBM word-processing system at Edmonton central, CKUA, and Calgary. Local networks were set up in both cities to connect the processing of information on these micro-computers.

The Unit prepared computerized systems requirements for copyright, the MRC order entry and *Audio/Visual Catalogue*, the CKUA news room and record library, project accounting, and fixed assets. As well, it developed a broadcast scheduling system and various microcomputer applications required by units throughout the Corporation.

A strategic plan was prepared that identified the Corporation's current and projected information systems needs. Due to the limitations of the mainframe computer, and its complex, labour-intensive software systems, alternative ways of meeting these needs were being investigated.

Personnel Services ensured the management, monitoring, and communication of effective human-resource procedures and information to meet the Corporation's related requirements. This was done by utilizing productive educational and administrative methods and tools. A new word-processing system was installed to streamline personnel - communication activities and prepare the Unit for the implementation of computerized, personnel record-keeping.

During the reporting year, the Corporation and IBEW Local 348 formalized a renewed collective agreement for the 1985/86 fiscal year. In late 1985, joint union-management meetings were implemented to improve communications and resolve issues emerging during the life of the agreement.

The Corporation changed insurance carriers to obtain more cost-effective coverage and better administrative service. In addition, personal insurance was implemented, on a group basis, and an employee benefit plan gave staff an opportunity to build up retirement income.

A number of internal, staff-development programs were initiated to assist employees in the further development of professional skills.

TELEVISION AND MARKET DEVELOPMENT DIVISION

The Division's primary objective this past year was to improve its broadcast service and television-production capability. Programming reflected enhanced production quality, thus maximizing its future potential for corporate underwriting, co-production activity, and program sales.

In response to viewer and cable-company encouragement for increased hours, the daily service was extended from 12 to 13 1/2 hours (i.e., 9:30 a.m. to 11 p.m.).

The Division was also responsible for developing projects to meet the informal learning needs and interests of Albertans. To this end, it encouraged provincially based productions.

The **Informal Learning/Television Department** produced a variety of programming for broadcast, some of which was co-produced with other agencies:

DISCOVERY DIGEST
19 programs x 30 minutes

Produced in a news-magazine format, the series covered scientific and technological developments in Alberta, and applications of innovations to business and industry.

FITNESS: Just the Facts
13 programs x 30 minutes

Produced in association with the University of Alberta, the series offered discussions of fitness for adult viewers.

LEARNING TO LIVE
13 programs x 30 minutes

This programming dealt with the latest educational issues in Alberta, e.g., privatization of schools, Native education, and teacher tenure.

Programming innovations included:

SIGNATURES
3 programs x 90 minutes

The sound track of three programs in this arts series was simulcast in stereo via ACCESS NETWORK—CKUA•FM. The series celebrated the lives and achievements of major figures in the performing, visual, and literary arts.

Further co-productions included:

ACTION OPTIONS
7 programs x 30 minutes
4 programs x 60 minutes

The complexities of alcohol and drug use and abuse, treatment and recovery, together with coping mechanisms and community initiatives, were investigated in this series produced by AADAC (Alberta Alcohol and Drug Abuse Commission) and ACCESS NETWORK.

HOMEWORK HOTLINE
2 programs x 60 minutes per week throughout the school year.

This live-broadcast, interactive, telephone-tutoring series in Mathematics and Language Arts for junior high school students—which received national media coverage—was produced by the Alberta Teachers' Association and ACCESS NETWORK.

NETWORTH
13 programs x 30 minutes

Produced by Alberta Consumer and Corporate Affairs and ACCESS NETWORK, the series explained how to evaluate personal net worth and expand it through management of income and credit, and the development of a financial portfolio.

The Acquisitions and Scheduling Unit was responsible for locating suitable video programming for the 1985/86 television schedule. It also sought duplication rights for non-broadcastable programming to meet teacher in-service needs. The Unit's screening process involved the review of about 1000 hours of programming from around the world. This resulted in the selection of about 600 hours of video and 50 hours of audio programming. The Corporation then relied on the Unit to develop and prepare the television schedule, which included just over 4,600 broadcast hours. This was formulated in three parts—fall, winter/spring, and summer.

The **Broadcast Promotions Unit** developed a comprehensive plan to promote the television service. A primary aim was to deliver on-air announcements of upcoming programs in time slots when their intended audiences would be viewing. Emphasis was also placed on improving the quality of on-air promotions. This included the introduction of a consistent graphic style to provide continuity. Further, the volume of promotional material produced and broadcast was increased. The Unit initiated regular promotion of the television service on CKUA AM•FM and provided video

promotional materials to interested cable companies for use on related preview channels.

The **Calgary Production Department** provided staff and facilities to support production and post-production activities associated with assigned formal and informal learning projects. These included video, audio, slide/tape, videodisc, and print formats. During the year, a number of projects of varying complexity and length were completed, including: *CANADIAN LITERATURE (AUTHORS)*; "Detecting Learning Disabilities: You've Got What It Takes"; *HARRIET'S MAGIC HATS III*; "Perspectives"; and, *SPECIAL CHILDREN: Responding to Their Needs*. Twenty facilities assignments requiring 107 man-hours were accepted during the fiscal year. These involved providing assistance to educationally related agencies and institutions in assembly of slide/tape presentations, videotape editing, and graphic creation.

The **Edmonton Production Department** provided resources to create a wide range of formal and informal programming for which different formats and styles were employed. Of note was the *HOMEWORK HOTLINE* series, which, from 5-6 p.m. on Tuesdays and Thursdays throughout the school year, presented a live, interactive format. Activity was not restricted to this type of in-house studio setting. The EFP (electronic field production) Unit was employed throughout northern Alberta on various assignments, e.g., *DISCOVERY DIGEST*. A mobile facility undertook even larger-scale, off-site projects. Two such productions of interest were the live coverage of the Athabasca University official opening, and *CHALLENGE OF CHANGE: Symposium on Canadian Broadcasting*, which took place at the University of Alberta. In addition to production for ACCESS NETWORK, the Unit provided 817 hours of resources to various educationally related agencies for facility assignments.

The **Marketing Department** was responsible for the sale of ACCESS NETWORK programs and print-support material. Sales were made to every province in Canada, 37 Public Broadcasting Service stations in the United States, and countries outside North America. During the reporting period, receipts totalled $162,634. The most popular video programming was:

COMMUNICATING WITH A PURPOSE
COMPUTER LITERACY
THE FAMILY AND THE LAW
HARRIET'S MAGIC HATS I

Michelle Armeneau and David Spalding were co-hosts of *DISCOVERY DIGEST*, one of ACCESS NETWORK's most successful productions in 1985-86.

KNOW YOUR WORLD
LANDSCAPES

The Department's staff complement and responsibilities were increased to accommodate a shift, from contract sales through a distributor, to in-house marketing and distribution. In addition to Canadian sales activity, the Department was involved in conference presentations for instructional television buyers at Firstview and COMMTEX in the United States. It also developed a new video sales catalogue.

A revitalization of the **Market Development Department** occurred with two major objectives in mind. The first was to further the corporate image by creating, implementing, and evaluating advertising and promotional plans for video and audio programming. The second was to identify new markets for ACCESS NETWORK by exploring the development of ancillary products from current inventories of radio and television programming. Plans were initiated to develop an assessment procedure for products with market potential beyond their original use.

The duties of the **Communications Unit** were expanded beyond the advertising and promotion

Ashley, the star of *HARRIET'S MAGIC HATS III*, learns about engine maintenance from an auto mechanic.

of programming to include community relations and employee information. The staff produced media releases and liaised with the Publications Unit in the production of radio and television schedules. To further the effectiveness of the Communications Unit, a new managerial position was introduced.

The role of the **Creative Services Unit** was increased. In addition to providing all design and typesetting services, it became responsible for computer graphics for the television service.

Educational projects remained the mainstay of the **Publications Unit**. It was responsible for processing such print-support materials as teacher guides, student texts, curriculum in-service materials, and adult-education studies, together with audio and video schedules. Items published in the fiscal year were:

ACCESS NETWORK Fall/Winter Television Schedule and Radio Listings, beginning September 15, 1985

ACCESS NETWORK Spring Television Schedule, March 4 to June 22, 1985

ACCESS NETWORK Television Prospectus, January-June '86, School-Related Programming

ACCESS NETWORK Television Schedule and Radio Listings, January 5-June 20, 1986

ACCESS NETWORK Magazine, Spring 1985

ACCESS NETWORK NEWS, Fall '85

Teacher Guides to *ALL THAT I CAN BE* (one each for Grades 1, 2 and 3)

ANNUAL REPORT, 1984-1985

Utilization Guide to ASPECTS OF ECOLOGY

A Teacher's Guide to BASIC LIFE SCIENCE: Listen to the Prairie and Stream Stories

CANADIAN LITERATURE: A Guide

DISCOVER ACCESS NETWORK (corporate brochure)

ESL Inservice Guide (English as a Second Language)

HOMEWORK HOTLINE poster

THE HUMAN RACE Program Guide

Inservice Guides to *ONE GIANT STEP: The Integration of Children with Special Needs* (10 items)

PATHS OF DEVELOPMENT periodical (three issues)

SOLUTIONS UNLIMITED

Guide de l'enseignant TOUT CE QUE TE PEUX ÊTRE (one each for Grades 4, 5 and 6)

VISIONS Program Guide

The **Copyright Unit** administered guild agreements, which included the payment of residuals to performers, writers, and musicians. The Unit was also responsible for securing licences for the use of copyrighted elements, payment of royalties, and the clearance of copyrighted elements in productions marketed outside Alberta.

RADIO DIVISION

ACCESS NETWORK—CKUA AM•FM continued to meet the goals and objectives defined in the rolling three-year action plan presented to the Board of Directors in October, 1984, and implemented in January, 1985. These goals and objectives were to:

- establish a basic program flow and concept schedule;
- maintain and improve the production of broadcastable formal and informal programming;
- increase the production of formal, non-broadcast programming (i.e., cassette distribution);
- improve contact with all areas of the province by organizing a stringer network; and,
- make the service more accessible and attractive to a greater number of Albertans.

To meet these objectives during the fiscal year, CKUA AM•FM:

- adjusted the broadcast schedule to create a smooth transition from one program theme to another;
- introduced ongoing mechanisms to monitor on-air programming;
- re-directed staff and resources toward the development of additional adult formal and informal projects. Further, there was a concerted effort to work with various agencies in the development of programming material covering a broad range of subject matter of interest and concern to Albertans.
- completed the installation of satellite-receiving systems to deliver the CKUA signal to all transmitter locations. This resulted in an improvement in sound quality. An ongoing repair/maintenance/replacement plan assured the highest quality of broadcast signal.
- installed the necessary equipment to use high-quality, compact discs; and,
- reformatted *ALBERTA MORNING* and inserted a *MID-MORNING* light jazz show from 9-11 a.m.

Through the **News Department**, CKUA AM•FM continued to assign a full-time reporter for coverage of the Legislature and, during sessions, to broadcast Question Period daily.

A CKUA staff member tapes an incoming news feed for broadcast throughout Alberta.

A stringer network was established in areas of the province served by ACCESS NETWORK. It gave provincial focus to in-depth presentation of news and public affairs.

To facilitate coverage of the vital Edmonton/Calgary corridor, arrangements were made to augment coverage in Red Deer.

In addition to major newscasts at 8 a.m., 12 noon, 5:15, and 10 p.m., the CKUA AM•FM news team included material from the stringer network, and other sources, in the music programming from 3:30 - 5:30 p.m. Monday through Friday (*AFTERNOON EDITION*).

The **CKUA Programming Department** produced a total of 540.5 units during the fiscal year. As a result, CKUA AM•FM initiated, under the Association of Canadian Television and Radio Artists (ACTRA) agreement, a total of 130 writer contracts, 305 performer contracts, and 39

research contracts. The station also initiated three American Federation of Musicians (AF of M) contracts.

Time was provided to the University of Alberta and Athabasca University to broadcast 220 half-hour units of special-interest programming.

The Department continued to produce English and French drama and began to produce materials in Ukrainian for Alberta Education.

Formal programming produced or in production during the fiscal year included:

IT'S UP TO YOU III. For broadcast/distribution, these 15-minute dramas were developed to assist educably handicapped students in Grades 5 through 7 to acquire skills relating to social and emotional maturity.

NOVEL EXCERPTS. This series of 30-minute selections was dramatized for broadcast/distribution in support of the Junior High School Language Arts curriculum.

THEATRE OF THE AIR. This co-production of CKUA AM•FM and Athabasca University featured full-length radio plays of literary, theatrical, and historical significance designed for broadcast.

UKRAINIAN MUSIC: Listening and Appreciation. These tapes were distributed in support of the Elementary Ukrainian Bilingual Music Program for Grades 1-6.

LE VOISIN DU CANADA: Les Etats-Unis. These 15-minute dramas, which complemented the Grade 5 Social Studies curriculum, were distributed for use by French Immersion students.

* * *

Informal programming produced or in production during the year covered a wide range of topics.

COPING IN THE EIGHTIES offered strategies for resolving societal and individual problems common to this decade.

COWBOY CAPITALISTS profiled successful entrepreneurs in the province, a supplement to the Business Management Program at the Northern Alberta Institute of Technology.

CULTURAL CROSSROADS, a news-magazine series on cultural communities in the province, was a vehicle for the exchange of ideas and information among these diverse groups.

HERITAGE FOR HEALTH reported on medical/scientific research projects in Alberta.

JUST BECAUSE WE'RE KIDS, an alternative to television entertainment, provided an opportunity for children aged six to eight to enhance their listening skills.

MARKETING AND ADVERTISING explored the informational needs of small-business operators and students in the area of marketing.

PREPARING FOR PUBLIC PERFORMANCE, recorded at the Banff School of Fine Arts, featured five Master Class students and their teacher, Marek Jablonski, undergoing the stages of preparation for concert performance.

RECOMBINANT DNA AND BEYOND documented advances in molecular biology and the implications of these advances for society at large.

TOLERANCE AND UNDERSTANDING focused discussion on fostering tolerance and understanding among different racial, cultural, economic, and religious groups in Alberta.

* * *

In the course of the year, a considerable amount of programming was at the scripting or development stage. Examples of formal series for broadcast and/or distribution were *COASTAL POETS*, *UKRAINIAN LANGUAGE ARTS*, *FRENCH LANGUAGE ARTS*, *UKRAINIAN AS A SECOND LANGUAGE*, *ITALIAN PIONEERS OF ALBERTA* and *PERSONAL CARE AIDES*. There were also informal projects dealing with stress management, human rights, and Alberta at Expo '86.

* * *

A variety of traditional programming was produced or put into production during the year.

ARTS ALBERTA highlighted the arts in the broadest sense of the term, and included leisure activities, culture, entertainment, and ethnic observances.

EDUCATION TODAY examined current thinking and trends in education, and applications of these in the classroom.

EDUCATION WEEK SPECIAL was a documentary, open-line program during Education Week featuring the Minister of Education and the Deputy Minister.

ROTARY CHRISTMAS CAROL FESTIVAL, on-location recordings of 50 choirs and musical groups, was produced as a Christmas special.

SIGNATURES, a three-part stereo simulcast from the television series of the same name, included special station productions featuring the composers' works on compact disc.

WINDSPEAKER was new programming produced in co-operation with the Aboriginal Multi-Media Society of Alberta. "Weekly Native Commentary," a segment of *WINDSPEAKER*, written and voiced by Native commentator, Charles Wagamese, was featured several times each week by CKUA AM•FM.

PRIVATE SECTOR SHARES

THE ALBERTA EDUCATIONAL COMMUNICATIONS CORPORATION

FOR THE YEAR ENDED MARCH 31, 1986
(unaudited)

	1986		1985	
	$	%	$	%
Productions:				
Freelancers (scriptwriters, producers, photographers, film editors, consultants, and make-up services)	812.708	4.4	594.224	3.7
External Productions	355.694	1.9	233.098	1.4
Announcer, Performer, Musician and Copyright fees	552.862	3.0	476.238	2.9
Films, Tapes and Record Purchases	638.028	3.4	767.301	4.7
Film Processing, Film Lab and Sound Lab Services	27.853	.1	61.414	.4
	2.387.145	12.8	2.132.275	13.1
Acquisitions	1.371.356	7.4	517.785	3.2
Broadcast Delivery and Purchased Air Time	1.348.964	7.3	1.191.439	7.3
Information Services:				
External Printing	152.348	.8	171.584	1.1
Advertising	167.017	.9	113.439	.7
	319.365	1.7	285.023	1.8
Agency and Professional Services	26.643	.1	54.860	.3
Building Rent, Janitorial and Security Services	1.450.769	7.7	1.366.078	8.4
Other General Expenses*	2.146.655	11.5	1.990.365	12.3
Total Private Sector	9.050.897	48.5	7.537.825	46.4
Total Non-Private Sector**	7.805.110	42.0	7.406.449	45.6
Depreciation, Amortization and Write-off	1.765.669	9.5	1.295.742	8.0
Total Corporate Expense	18.596.676	100.0	16.240.016	100.0

*Telephones, Utilities, Office Supplies, etc.
**Largely made up of Manpower Costs

AUDITOR'S REPORT

To the Directors of The Alberta Educational Communications Corporation and the Members of The Alberta Educational Communications Authority

I have examined the balance sheet of The Alberta Educational Communications Corporation as at March 31, 1986 and the statements of revenue, expense and equity and changes in financial position for the year then ended. My examination was made in accordance with generally accepted auditing standards, and accordingly included such tests and other procedures as I considered necessary in the circumstances.

In my opinion, these financial statements present fairly the financial position of the Corporation as at March 31, 1986 and the results of its operations and the changes in its financial position for the year then ended in accordance with generally accepted accounting principles applied on a basis consistent with that of the preceding year.

Donald D. Salmon

Edmonton, Alberta
June 6, 1986

C.A.
Auditor General

THE ALBERTA EDUCATIONAL COMMUNICATIONS CORPORATION

BALANCE SHEET

MARCH 31, 1986

ASSETS	1986	1985
Current:		
Cash	$ 1,101,122	$ 2,002,191
Receivables (Note 4)	367,718	270,701
Inventories	131,653	143,536
Prepaid expenses	141,492	185,592
	1,741,985	2,602,020
Deferred program costs (Note 5)	1,568,532	1,375,924
Property, equipment and leasehold improvements (Note 6)	6,621,380	6,680,128
Long-term licences (Note 7)	299,216	316,921
	$10,231,113	$10,974,993

LIABILITIES AND EQUITY		
Current:		
Payables and accruals	$ 1,693,946	$ 1,698,848
Deferred revenue	6,120	11,784
Production credits	7,440	12,820
Advances on production (Note 8)	131,168	235,985
	1,838,674	1,959,437
Long-term payables (Note 5)	91,597	241,304
Equity	8,300,842	8,774,252
	$10,231,113	$10,974,993

The accompanying notes are part of these financial statements.

THE ALBERTA EDUCATIONAL COMMUNICATIONS CORPORATION

STATEMENT OF REVENUE, EXPENSE AND EQUITY

FOR THE YEAR ENDED MARCH 31, 1986

	1986	1985
Revenue:		
Grants from the Province of Alberta:		
Operating	$14,860,000	$14,394,000
Capital	1,459,000	1,759,000
Direct costs recovered on production of programs	666,140	288,030
Revenue from program sales, video and audio dubbing (Note 10)	694,283	663,378
Interest on cash deposits	386,015	527,297
Other	57,828	99,676
	18,123,266	17,731,381
Expense:		
Development and production	7,598,491	5,790,370
Utilization and distribution	5,249,142	5,309,159
Program support	3,983,374	3,844,745
Depreciation and amortization	1,474,446	1,295,742
Write-off of property, equipment and leasehold improvements (Note 3)	291,223	—
	18,596,676	16,240,016
Excess (deficiency) of revenue over expense	(473,410)	1,491,365
Equity at beginning of year	8,774,252	7,282,887
Equity at end of year	$ 8,300,842	$ 8,774,252

THE ALBERTA EDUCATIONAL COMMUNICATIONS CORPORATION

STATEMENT OF CHANGES IN FINANCIAL POSITION

FOR THE YEAR ENDED MARCH 31, 1986

	1986	1985
Operating Activities:		
Excess (deficiency) of revenue over expense	$ (473,410)	$1,491,365
Add (deduct):		
Items not affecting cash:		
Depreciation and amortization	1,474,446	1,295,742
Amortization of long-term licences	83,872	113,696
Amortization of deferred program costs	1,128,333	63,941
Loss (gain) on disposal of property, equipment and leasehold improvements	43,162	(34,256)
Write-off of property, equipment and leasehold improvements	291,223	—
Net changes in non-cash working capital balances relating to operations (Note 11)	(161,797)	692,072
Cash provided by operations	2,385,829	3,622,560
Investing Activities:		
Additions to deferred program costs	(1,320,941)	(1,439,865)
Additions to property, equipment and leasehold improvements	(1,779,696)	(1,858,739)
Proceeds on sale of property, equipment and leasehold improvements	29,613	66,002
Additions to long-term licences	(66,167)	(5,238)
Change in long-term payables	(149,707)	241,304
Cash applied to investing activities	(3,286,898)	(2,996,536)
Increase (decrease) in cash	(901,069)	626,024
Cash at beginning of year	2,002,191	1,376,167
Cash at end of year	$1,101,122	$2,002,191

THE ALBERTA EDUCATIONAL COMMUNICATIONS CORPORATION

NOTES TO THE FINANCIAL STATEMENTS

MARCH 31, 1986

Note 1 Authority

The Alberta Educational Communications Corporation operates under the authority of the Alberta Educational Communications Corporation Act, Chapter A-18, Revised Statutes of Alberta 1980.

Note 2 Significant accounting policies

Program productions
All direct costs of programs developed and produced by the Corporation are charged against operations in the year incurred as no significant cost recoveries are normally expected from these programs after the initial year of production and broadcasting.

Deferred program costs
Programs purchased from other agencies are recorded at cost less amortization calculated on a straight-line method using diminishing annual rates over the period (to a maximum of four years) for which the right to use the program has been acquired.

Inventories
Inventories consist of video and audio tapes and disks and are recorded at the lower of cost and net realizable value.

Property, equipment and leasehold improvements
Property, equipment and leasehold improvements are stated at cost less accumulated depreciation and amortization.

Buildings are depreciated on the straight-line basis over their estimated useful life of thirty years at which time they are not expected to have any salvage value. Land improvements are amortized over a maximum term of ten years.

Depreciation of equipment is calculated on the straight-line method and is based on the estimated useful life of each group of assets ranging from three to ten years, less 15% salvage value, except for automobiles and trucks where the salvage value has been estimated at 30% of the original cost.

Leasehold improvements are amortized over the remaining term of the lease plus one renewal period thereafter.

Long-term licences
The long-term licences are recorded at cost less accumulated amortization.

Amortization is calculated using the straight-line method over a term of twenty years for the broadcast licence and five years for the computer software licence.

Note 3 Write-off of property, equipment and leasehold improvements

During the year, the Corporation increased its minimum level for capitalizing property, equipment and leasehold improvements from $100 to $500. All items costing less than $500 acquired in prior years, together with the related accumulated depreciation, were written off in the current year.

Note 4 Receivables

	1986	1985
Trade	$282,167	$148,341
Accountable advances	11,900	15,150
Other	73,651	107,210
	$367,718	$270,701

Note 5 Deferred program costs and liabilities

	1986	1985
Cost	$2,760,806	$1,439,865
Accumulated amortization	1,192,274	63,941
Net book value	$1,568,532	$1,375,924
Current payables	$ 568,934	$ 405,720
Long-term payables	91,597	241,304
Total liabilities	$ 660,531	$ 647,024

The long-term payables are due in 12 to 24 months.

Note 6 Property, equipment and leasehold improvements

	1986			1985
	Cost	Accumulated Depreciation and amortization	Net book value	Net book value
Building and land improvements	$ 294,135	$ 104,541	$ 189,594	$ 187,572
Studio and technical equipment	10,839,671	6,306,580	4,533,091	4,399,373
Automotive equipment	609,777	419,549	190,228	149,168
Furniture, fixtures and office equipment	1,394,989	504,319	890,670	1,117,243
Leasehold improvements	1,742,732	924,935	817,797	826,772
	$14,881,304	$8,259,924	$6,621,380	$6,680,128

Note 7 Long-term licences

	1986			1985
	Cost	Accumulated amortization	Net book value	Net book value
Broadcast licence	$ 90,000	$ 30,000	$ 60,000	$ 64,500
Computer software licences	432,860	193,644	239,216	252,421
	$522,860	$223,644	$299,216	$316,921

Note 8 Advances on production

Advances received from outside educational institutions for anticipated costs of future program production are deposited initially into a separate bank account. Production costs relating to these programs and incurred by the Corporation are subsequently recovered by it from the advances received. The advances on production of $131,168 (1985 - $235,985) represent costs to be recovered in the future.

Note 9 Commitments

The Corporation had a number of productions in progress at March 31, 1986. The costs for the completion of these productions in progress are estimated at $1,870,000 (1985 - $1,150,000).

The Corporation is committed to aggregate rental payments of $6,542,019 under realty and equipment leases having an initial term of more than one year. Minimum annual rental payments during the next five years are as follows:

Year	Amount
1987	$1,889,721
1988	$ 926,768
1989	$ 723,916
1990	$ 710,364
1991	$ 705,000

Note 10 Revenue from program sales, video and audio dubbing

Program sales revenue is generated from the sale of educational television and radio programs to organizations resident outside the Province of Alberta. Revenue from program sales during the fiscal year amounted to $162,634 (1985 - $151,844).

Audiotape and videotape required for the dubbing of programs requested by various educational institutions in Alberta is provided by the Corporation at cost. The tape costs recovered during the year amounted to $370,996 (1985 - $420,320).

Other sales revenue in the amount of $160,653 (1985 - $91,214) is generated from dubbing services provided, and the distribution of computer diskettes, print materials, multi-media kits, and program brochures.

Note 11 Net changes in non-cash working capital balances relating to operations

	1986	1985
Accounts receivable	$(97,017)	$140,857
Inventories	11,883	15,811
Prepaid expenses	44,100	(56,663)
Payables and accruals	(4,902)	560,570
Deferred revenue	(5,664)	4,817
Production credits	(5,380)	(7,401)
Advances on production	(104,817)	34,081
	$(161,797)	$692,072

Note 12 Comparative figures

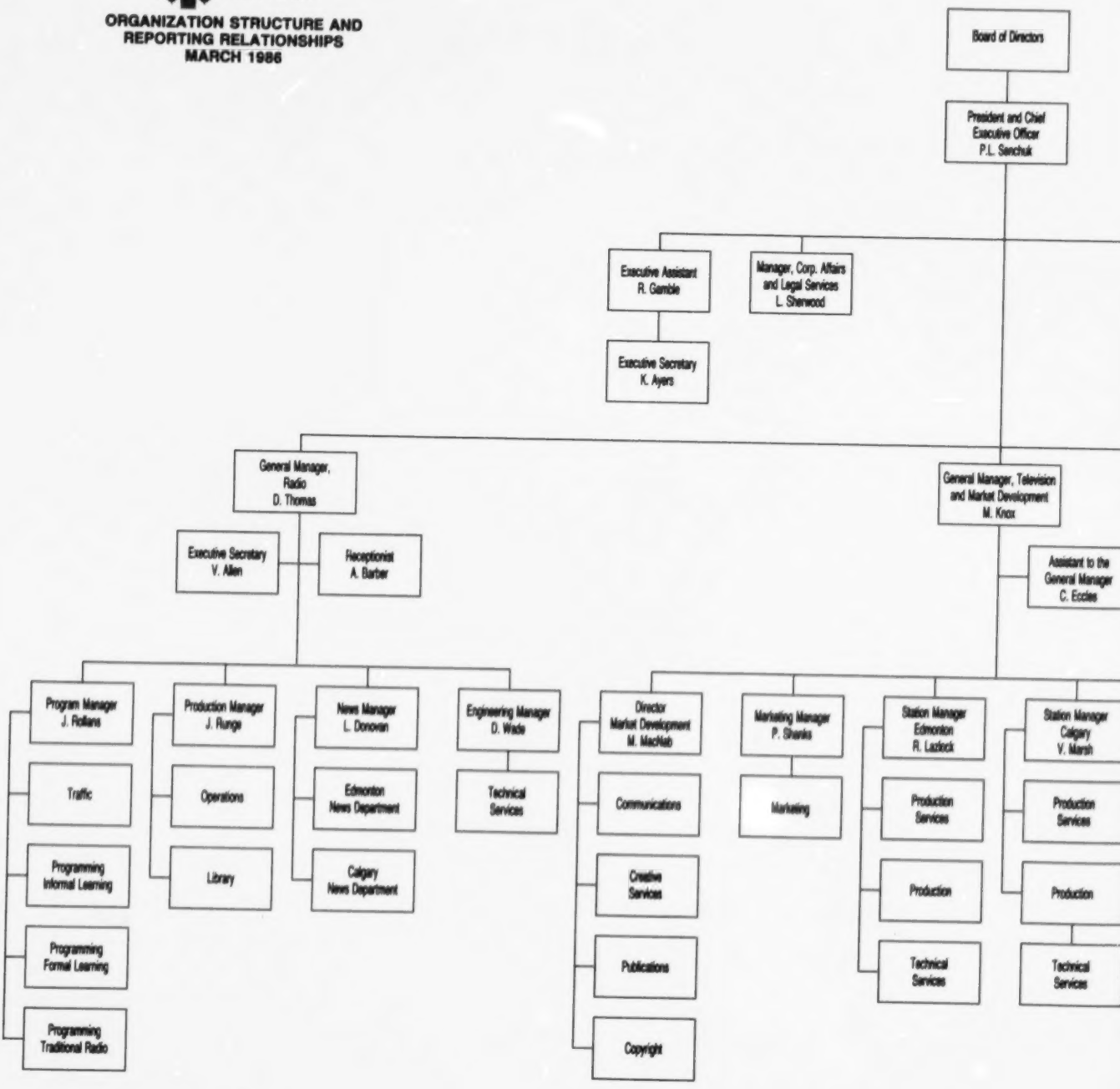
The 1985 figures have been reclassified where necessary to conform to 1986 presentation.

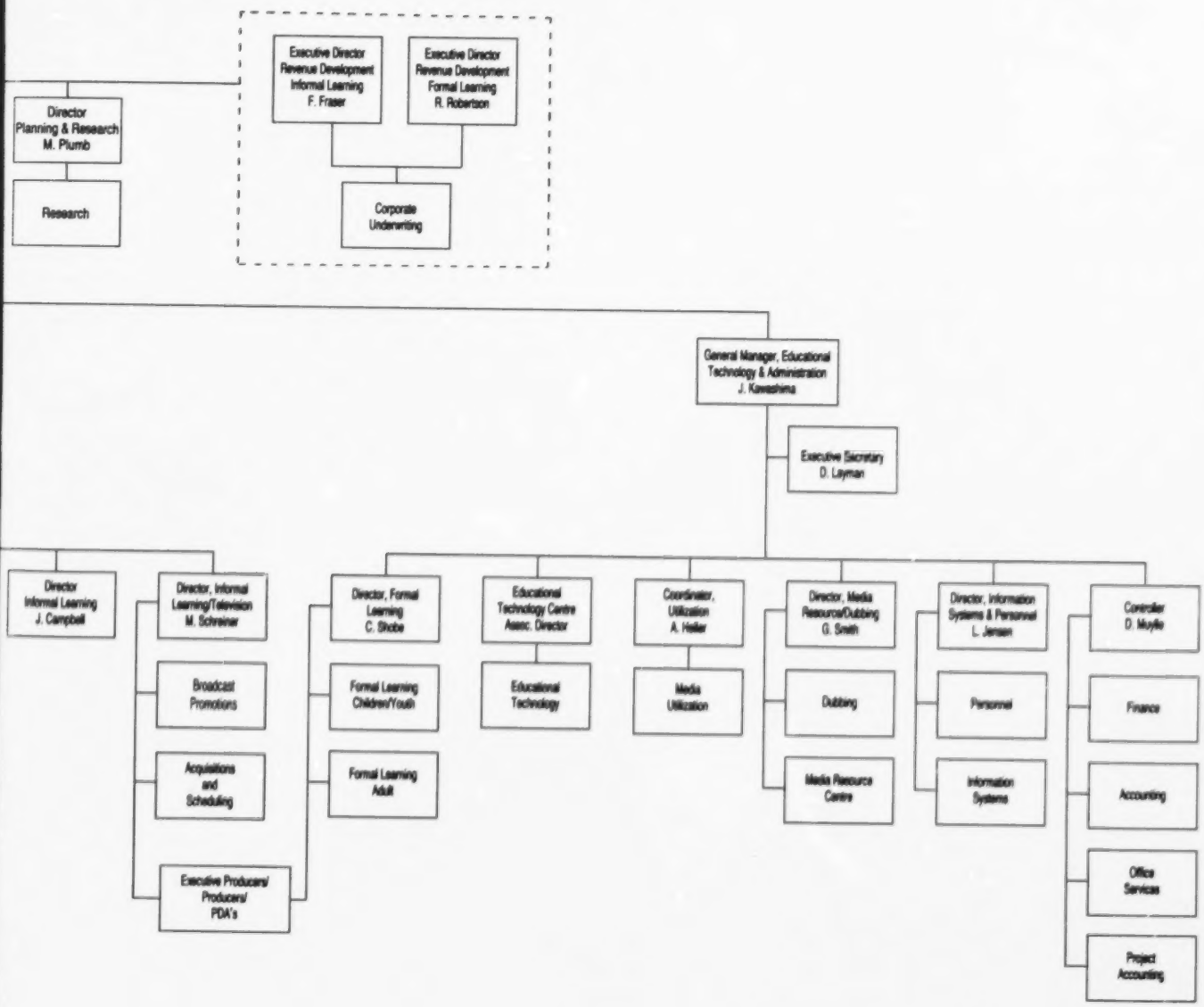
Note 13 Approval of financial statements

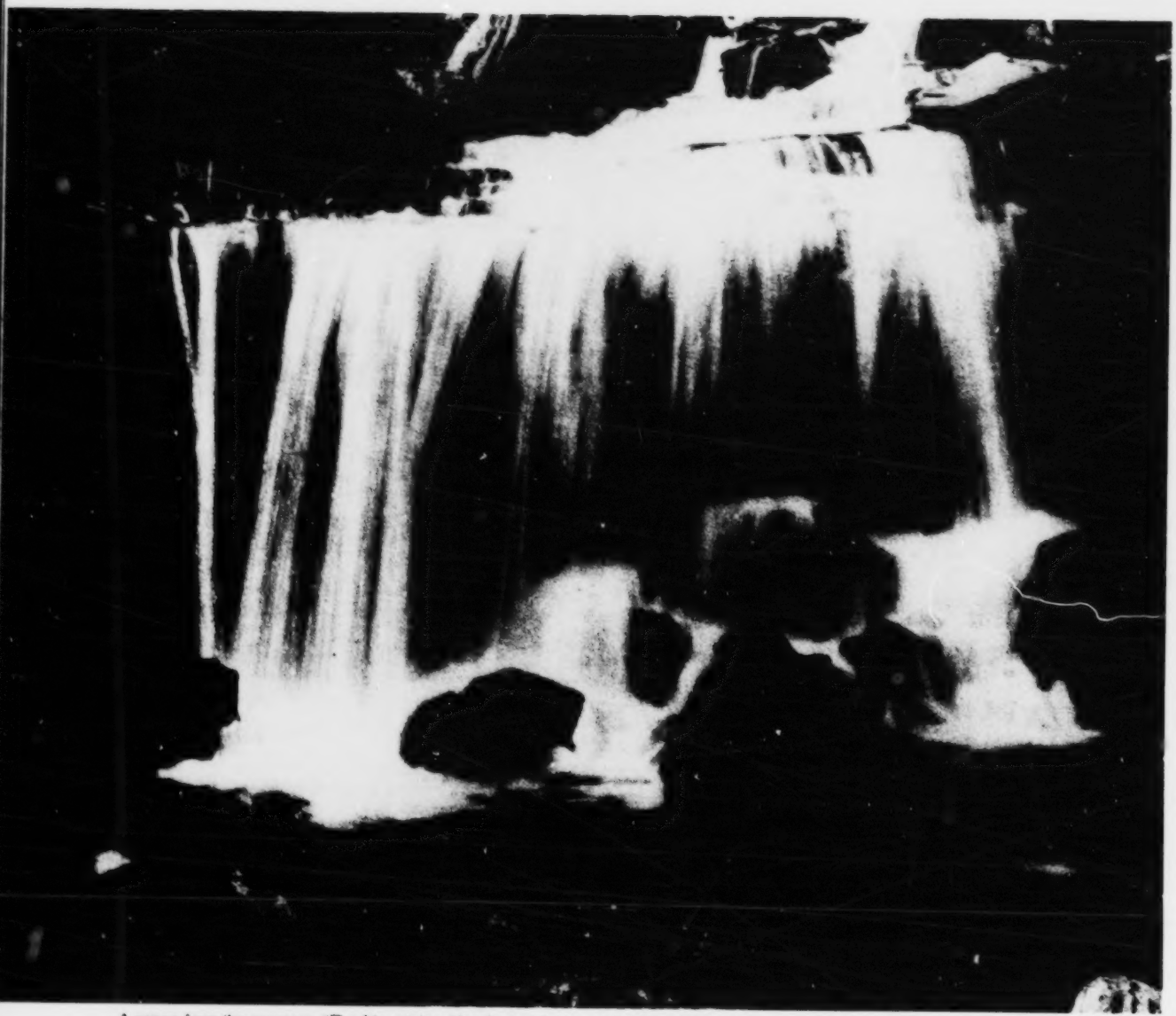
These financial statements were reviewed by management and recommended for approval by the Board.

ACCESS NETWORK

ORGANIZATION STRUCTURE AND REPORTING RELATIONSHIPS MARCH 1986




Director
Planning & Research
M. Plumb
Research
Executive Director
Revenue Development
Informal Learning
F. Fraser
Executive Director
Revenue Development
Formal Learning
R. Robertson
Corporate
Underwriting
General Manager, Educational
Technology & Administration
J. Kawashima
Executive Secretary
D. Layman
Director
Informal Learning
J. Campbell
Director, Informal
Learning/Television
M. Schreiner
Broadcast
Promotions
Acquisitions
and
Scheduling
Executive Producers/
Producers/
PDA's
Director, Formal
Learning
C. Shobe
Formal Learning
Children/Youth
Formal Learning
Adult
Educational
Technology Centre
Assoc. Director
Educational
Technology
Coordinator,
Utilization
A. Heller
Media
Utilization
Director, Media
Resource/Dubbing
G. Smith
Dubbing
Media Resource
Centre
Director, Information
Systems & Personnel
L. Jensen
Personnel
Information
Systems
Controller
D. Muylle
Finance
Accounting
Office
Services
Project
Accounting



A scene from the program "The Mountains: Headwaters" in the *LANDSCAPES* series.